

1850.

Fifty Years of Progress.

1900.

A Brief Account of the GREATEST COMPANY IN THE WORLD.

The Mutual Life Insurance Company of New York is the largest life insurance company in the world, and the oldest of the great companies in America.

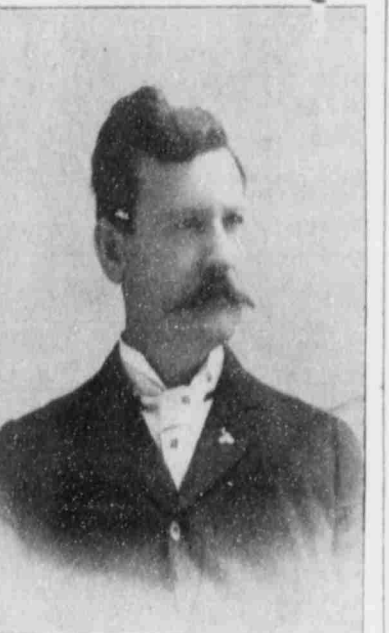
It was incorporated April 12, 1842, and began business February 1, 1852. It had no stock capital, and a few prudent men of affairs, following in the mutual system of life insurance, agreed to take out policies on their lives aggregating one million dollars insurance if the company should be formed. The promoters sold to these subscribers constructed the initial fund, on the basis of which the company then organized was established.

In 1899 the premium receipts for the year were \$11,521,219.22, and \$97,540,000.00 were paid out. A few prudent men of affairs, following in the mutual system of life insurance, agreed to take out policies on their lives aggregating one million dollars insurance if the company should be formed. The promoters sold to these subscribers constructed the initial fund, on the basis of which the company then organized was established.

Thus far during its existence the company has paid \$250,221,251.45 in death claims, \$53,024,140.14 in matured endowments and annuities, \$99,982,051.56 in dividends, \$140,888,512.76 in surrender values, making the enormous total of \$514,117,946.61 paid to its policyholders.

It has been truthfully stated, "the best company is the company which does the most good." The Mutual Life Insurance Company deserves the reputation it has won and worthy work.

On Dec. 1st, 1899 Mr. Rulon S. Wells was appointed by the company to manage its affairs in this State under the title of managing agent, and Mr. Alvin S. Polve was appointed cashier. The following named gentlemen are now actively engaged as special representatives in securing new business: T. C. Smith, Thos. W. Sloan, V. P. Wells, S. C. Winer, A. T. Kerr, James McGhie, Jr., D. W. Hordley, Louis B. Watts, H. C. Olsen, H. C. Hansen, C. M. Brown, S. J. Stokoe, Wm. S. Marks, Norman Lee, T. D. Kellnack, Jr., B. W. Livingston, R. M. Short and Geo. E. Maycock.



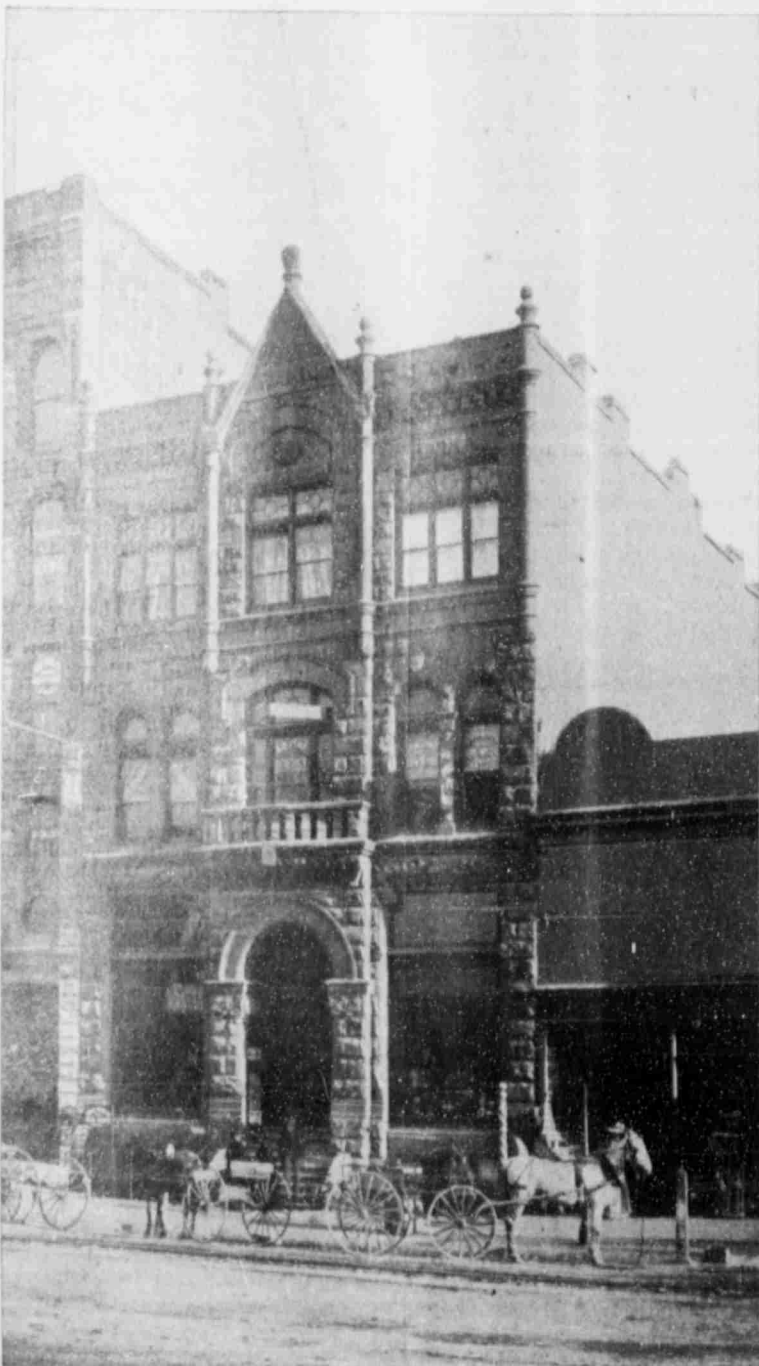
J. S. JENSEN.

The subject of this sketch, whose portrait is given above, has been a practical watchmaker in this city for the past twenty-seven years. He was also the first to handle the safety bicycle here. The stock he handles consists of a fine line of watches, clocks, jewelry, silverware, etc., also a line of bicycles and sundries. A well equipped repair shop is an adjunct to his business. Located three doors west of Salt Lake Theater.

ADVERTISERS.

We want to be remembered in the future. We are a new firm starting in business and we will do all kinds of engraving and illustrating. We have no work to show you yet and won't make any boasts. But we want you to keep your eye on us. Our new machinery will be in place now inside of a week and then we would like to talk to you.
DR. BOONZEK ENGRAVING CO.,
10 West South Temple.

UTAH COMMERCIAL AND SAVINGS BANK.



SALT AIR PAVILION AND BATHING RESORT.

BEAUTIFUL SALT AIR.

Description of the Great Resort Whose Fame is Worldwide: It Rests on the Bosom of the Lake 400 Feet from the Shore

Without doubt the most unique feature of Salt Lake City, and one that has attracted her most next to her Temple and Tabernacle, is her great bathing resort known as Saltair. The picture of the pavilion, shown in this article, gives an admirable idea of the novelty of its construction, and of the beauty of its architectural design. It is built on piles driven into the bottom of the Lake, and is 4,000 feet from the shore. When viewed at night it has the appearance of some vast fairy barge resting on the bosom of the waters. It required 2,000 pieces of 10 inch pilings to form its foundation. Its girders are of iron and steel throughout. It is constructed with all the solidity and safety that modern skill could devise. It was built in 1892, at a cost of \$250,000, which has been added to by many improvements from time to time. The total length of the building is 1,115 feet; total width, 235 feet; height from the water to the top of the main tower, 139 feet; size of the lunch and drinking pavilion, 151x253 feet; size of the dancing floor, 100x250 feet; number of bath houses, 620; number of electric lights, 1,250 incandescent, with 40 arc lights surrounded by one arc light of 2,000 candle power.

It is not saying too much to express the belief that the bathing facilities of Salt Lake will do more to increase her population in the future than any other single cause. The city has already attained a wide reputation as a national sanitarium, and the bracing and health-giving properties of a saline bath are too well known to need recommending. The water is from three feet to twenty feet in depth. It is 20 per cent salt, and a bath simply cannot sink. The poorest swimmer can float upon the surface of the water just as a piece of timber would do, and incredible as this may sound, it is every day proved and tested by the thousands of bathers who enjoy themselves in the waters. During the summer the Saltair season is at its height. A fine orchestra furnishes the music for dancing, and over 1,000 couples can "trip the light fantastic toe" to their heart's content. On Sundays the dancing is superseded by a concert. Travelers who have spanned the globe say that in all their experience nothing equals the brilliancy of a society night at Saltair, when the moon is shining on the waters around, the great pavilion is ablaze with light, and the floor is twinkling with the movements of thousands of beautifully costumed dancers.

The facilities for handling the traffic at Saltair are unexcelled. The resort is connected with Salt Lake City by the Salt Lake & Los Angeles railroad, a broad gauge road equipped with the best modern service, having new and immense excursion cars, the trains run every hour on busy days. The attendance has frequently run to 10,000 and 12,000 people per day. The resort is only fourteen miles from Salt Lake, and the run of the trains is made in less than half an hour.

The indications are that the season of 1900 will be the most successful in the history of the popular resort. Many various societies, ward organizations, etc., have booked excursions to the resort, and the management expects to handle some of the greatest crowds in its history on the approaching summer holidays. Every care has been taken not only to insure the comfort of the public, but to keep strict order both at the resort, and on the trains to and from the city. Courteous guides are in attendance, and duly authorized officers of the law have supervision of the resort.

The management of Saltair is this year in the hands of Mr. C. W. Miller, who has had an extended experience with the resort in past years. Mr. W. J. Bateman is the manager of the railroad, and his long connection with railroad offices and affairs renders him in all ways a fitting man for the position.

SILVER BROS. IRON WORKS.

149 North Temple St.

Established in 1868 by William J. Silver, who in 1883 built the first stationary steam engine in Salt Lake City. This plant has kept pace with the growth of the city and is now the leading iron works in the inter-mountain country, employing about 35 skilled workmen in its various shops and doing all kinds of iron work, consisting of architectural iron work, mining and mill machinery, they have the latest improved special machinery for re-rolling and re-arranging flour mill rolls. Jno. A. and Hiram Silver, two of the enterprising members of this firm, are the first to introduce the automobile in the inter-mountain country, having two of the latest improved of these vehicles which can be seen on the streets of our city most any day. To test the utility of the autos they have recently made two trips to Ogden and return, carrying three passengers the last time, the machines working in a most satisfactory manner, being capable of 17 to 15 miles per hour on the roads around Salt Lake.

DAYNES MUSIC CO.

It will be unnecessary to inform residents in Salt Lake City, or indeed in the State of Utah, that Professor Jos. J. Daynes, president of the Daynes Music Co., has held the position of organist at the Mormon Tabernacle for the past 33 years. That fact alone will satisfy any one, that he is a completely accomplished musician, who understands every detail of the art and practice of music. Prof. Daynes has been a practical piano tuner and repairer for 25 years, and hence understands the needs of the musical public of Utah, and the mechanical construction of pianos and other instruments. The specialty of the Daynes Music Co. is high-grade instruments. They represent the makers of the Chickering, Fischer, Kränich and Beach, Estey and Sterling pianos, as well as the Estey, Sterling and Vocalion organs.

The wonderful Pianola, which enables a novice to play the piano as well as a master of the art, new and most interesting feature of this firm's stock.

Their store, located at No. 74 Main St., contains also a large and select stock of general musical merchandise, sheet music and books, and is recognized as the musical headquarters of this section of the country.

Jos. J. Daynes, Jr., son of Professor Daynes, is manager of the concern, and has proved himself to be a capable business man, by the uniform success he has gained in all his undertakings; while his uniformly polite manner and obliging disposition have won him great popularity and hosts of friends.

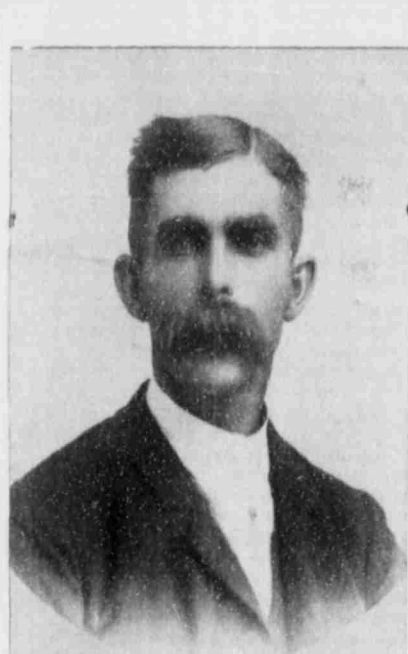
SALT.

We want our customers and friends to know that we are in the Salt business and expect to stay in it for the good of the public as well as ourselves. Call and see us at 58 West First South. Sears & Jeremy Co.

SALT LAKE PRESSED BRICK.

The best testimonial of the superior quality of the brick turned out by the Salt Lake Pressed Brick Co. is found in the fact that it has difficulty to supply the demand, though running the extensive works to the fullest capacity. The yards are at Mill Creek and the office at 37 South West Temple street, where Mr. W. S. Sinkins, the treasurer, is at all times ready to attend to orders. Special attention is given to orders from outlying districts.

CLARK, ELDREDGE & CO.



We offer all kinds of Fruit, Shade and Ornamental Trees, Roses, Shrubs and Plants. We have a large and complete assortment, and will not be undersold. Send us list of your wants and we will make prices satisfactory. We also make plans and do all kinds of ???? and landscape gardening. Salt Lake Nursery Co., M. Christopherson, Manager, State, 3 North of Twelfth South. P. O. 417.

CO-OP. WAGON & MACHINE CO.

(De ledende Etablissementer i Maskiner og Verktøj.)

The growth of Utah and Idaho cannot be described more accurately than by referring to their agricultural pursuits, and in this connection to the sales of agricultural implements, vehicles and farm machinery, the best authorities claim that the volume of business done in '99 did not exceed \$250,000; at the present time a safe estimate for both States is between three and four millions per annum. Prominent in these lines are the "Leading Implement Dealers," the Co-operative Wagon & Machine Co., who commenced operations in this city in '93 and who are now located in all the prominent towns

of Utah and Idaho, having some six houses under the management of the parent institution in this city, either of which is larger today than the original one started eighteen years ago. The officers and management of the Co-op. Wagon & Machine Co., all of whom are prominent in Utah and Idaho, are a sufficient guarantee of fair and liberal treatment. Their new quarters, 125 to 142 State St., Salt Lake, are crowded with goods from the leading manufacturers of America, whose agencies have been controlled by them for many years.

All of these facts enable them to take the best of care of their patrons, and we most graciously commend them to our readers, calling special attention to their advertisement in this and other issues of our paper.

ST. MARY'S ACADEMY.

1875 to 1900, just twenty-five years! and during that period has not this institution a right to be proud of the name she has so successfully acquired? The ideal women who have gone forth from her halls, year after year, speak the success the united efforts of her teachers have achieved.

Each pupil, according to her age and ability, is placed in the Senior, Preparatory or Junior department, and in the class for which her acquirements have qualified her. The course of the last year embraces the following studies: Christian Doctrine, Church History, Astronomy, Trigonometry, Mental Philosophy, Criticism of English Classics, Essay writing, prose and verse. There are excellent courses in French, German and Latin; while drawing and painting, music on harp, violin, piano and the smaller stringed instruments, each having its course thorough and complete, are among the elective studies; the aim being to impart to young ladies a solid, useful, cultured and Christian education, giving them advantages unsurpassed by any other institution in the land.

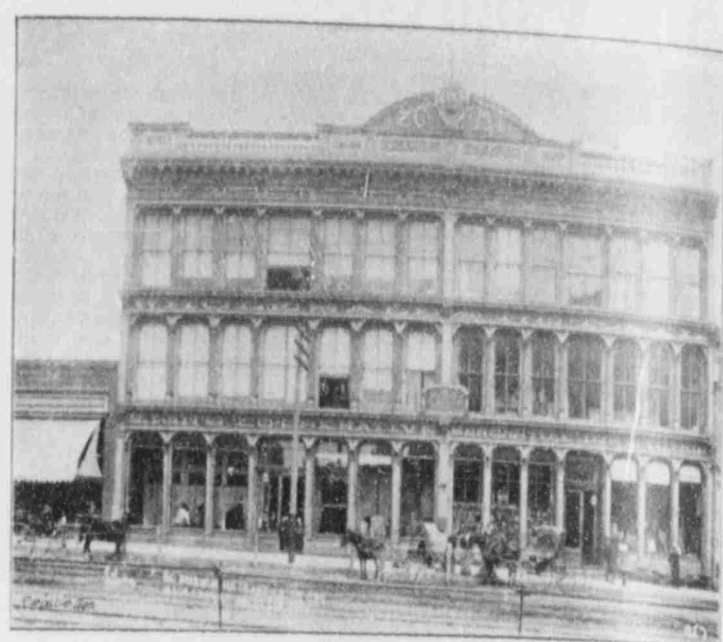
The responsive sympathy and generosity of patrons and friends have been a highly appreciated encouragement to the Sisters of the Holy Cross in the past, and continued efforts in the same line will prove that St. Mary's is ever keenly alive to advancement in the educational world.

THE NATIONAL BANK OF THE REPUBLIC.

The National Bank of the Republic is an institution that has been established since August of 1890, and is in the front ranks among the banking houses of Salt Lake City. The following statement to the comptroller is exhibited by its officers as one of the best signs of its development, showing its condition at the close of business April 16th, 1900:

RESOURCES.	
Loans and discounts.....	\$ 626,551.55
U. S. bonds to secure circula- tion.....	50,000.00
Stock securities.....	48,000.00
Furniture and fixtures.....	14,000.00
Real estate.....	6,800.00
Cash, and due from banks, and U. S. bonds.....	807,896.61
Total.....	\$1,532,248.61
LIABILITIES.	
Capital stock.....	\$ 300,000.00
Undivided profits and sur- plus.....	17,462.58
National bank notes out- standing.....	48,450.00
Deposits.....	1,187,335.58
Total.....	\$1,532,248.16
Deposits April 5th, 1899.....	\$ 636,220.20
Deposits April 26th, 1900.....	1,187,335.58

Banking in all its branches is transacted and exchange drawn on all the principal cities of Europe. Its officers are: Frank Knox, president; Geo. A. Lowe, vice president; Ed. W. Duncan, cashier.



Z. C. M. I.

"Make Home Happy!" Certainly, for when home is unhappy, one is not really happy anywhere. But you must have something to make a home with. You need comforts, and you must get them at reasonable cost, or you will not be content, and consequently not happy. Therefore the mercantile establishment that is a prime factor in keeping down to a reasonable price the articles you purchase, and in giving you just what you want, is an important and friendly contributor to happiness in the home.

The leading institution in merchandising in the West that has stood in the place of such a friendly contributor toward the welfare of the people in the Rocky Mountains is known beyond question to be Zion's Co-operative Mercantile Institution. It was with the best of goods at the lowest prices that Z. C. M. I. was organized thirty-two years ago (October, 1868). It has maintained that policy from the first, and purposes to continue doing so in the future.

This course has made Z. C. M. I. by far the most popular of the mercantile institutions among the people. They know that it always deals in the best goods. They know that its prices are never exorbitant. They know that its stock is the most extensive and varied of any business house in the Great West. And knowing this, the

people of the intermountain region have made the patronage of Z. C. M. I. vastly greater than that of its would-be competitors in the mercantile field. This policy and this patronage maintain the institution in its place as the undisputed leader in its division of the great enterprises of the West.

Do you want clothing or food, or house furnishings, or ornamentation for the person or the home, or useful utensils for indoors or outdoors, or machinery, or anything for the comfort of the individual or the family, that can be obtained in the mercantile line? You can secure it at Z. C. M. I. with more real satisfaction to yourself than at any other place. One trial, and you will be convinced. Whether the bill be a big contract or a small one, it is just the same. Anything from a cambric needle to a hotel range.

Z. C. M. I.'s departments comprise Dry Goods, Dress Goods, Notions, Millinery, Jewelry, Ready-made Clothing for old and young, male and female. Hats and Caps, Neckwear, Shoes and Slippers, Leather Goods, Carpets and Rugs, House Furnishings, Groceries, Hardware, etc., and all specialties in their season.

It is a rule with the management, both in the parent institution and its branches, to "live and let live." People who become patrons remain such, for they learn quickly that "Z. C. M. I. Always Trades Fair."

THE COMMERCIAL NATIONAL BANK.



WALKER BROTHERS, BANKERS.

